CENTER FOR GLOBAL HEALTH EQUITY
UNIVERSITY OF MICHIGAN

Branding Guide & Visual Standards

June 2024

About this Document

This document is a comprehensive set of rules and standards that outline how the Center’s brand elements — logos, colors, and fonts—should be consistently applied across all communications channels and products.

In all branding endeavors, the Center strives to resonate with the primary brand of the University of Michigan. Upholding a visual identity consistent with the main campus is vital to conveying to our stakeholders and target audiences that the Center’s initiatives are not confined to a single school or department. Instead, we represent a cross-campus movement.

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Logo

Official Logos

The Center has three official marks — the horizontal logo, the stacked logo, and the shortened logo. The Center horizontal logo is our primary brand identifier. It is the centerpiece of our initiatives, products, and other communications. The stacked logo is used in less formal settings or when necessitated by design limitations, most notably on social medi.. The shortened logo is used in settings where the formal horizontal logo should be used, but space is limited, most notably in smaller swag items like pens.

PREFERRED OPTION

HORIZONTAL LOGO

CENTER FOR GLOBAL HEALTH EQUITY
UNIVERSITY OF MICHIGAN

OTHER OPTIONS

STACKED LOGO

CENTER FOR
GLOBAL HEALTH EQUITY
UNIVERSITY OF MICHIGAN

SHORTENED LOGO

GLOBAL HEALTH EQUITY

LOGOS ON DARK BACKGROUND

Ideally, logos would always be reproduced in full color. But when that's not possible, maintaining adequate contrast between logo and background is paramount. When working against a light background, one-color logos may be reproduced in Michigan Blue or black. Dark backgrounds can support Michigan Maize or white logos to maintain acceptable contrast.

LOGO SPACING

In order to maintain the integrity of the iconic logo and maximize the brand's presence, it is important to give the logo breathing room and define a minimum clear space. The clear space is measured by the x-height of the Block M in the horizontal version of the logo, or the x-height of the two text lines in the stacked version of the logo. The clear space must always be a minimum of the x-height on all sides of the logo.

LOGO SIZING

When reproducing our logo, be conscious of its size and legibility. A signature too small ceases to communicate. The logo should never appear less than .83 inches tall in printed materials and no less that 36px tall in digital.

Print 0.83 in
Web 95px

Print: .375 inch
Web: 36px

CO-BRANDED LOGOS

Occasionally, the Center partners with outside entities, creating a need for a “co-branded” logo presence.

- The stacked logo should be positioned first, followed by the partner logo
- There must be clear space equaling the width of the logo between the Center and partner logo

CENTER FOR
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THE AGA KHAN UNIVERSITY

INCORRECT LOGO USAGE

DO NOT modify, redesign, redraw, animate, distort or alter the proportions of the logo.

DO NOT add words, images, or other design elements or effects to the logo, or add the logo to another graphic

DO NOT modify the size or position relationship of any element within the logo.

DO NOT rotate or render the logo three-dimensionally

DO NOT replace the official font with another font.

Color

Primary Colors

Maize and blue originate in the iconic Block M branding and represent the primary color palette for the Center. These are the official brand colors and should be featured on all materials, even if only used in the logo. In situations where the Center or U-M brand is less known, be more generous with the use of the brand colors.

A NOTE ON MAIZE

While the Maize color is an integral part of our primary color palette, it should be used strategically. Large amounts of yellow can overwhelm a design due to its high luminance, causing visual fatigue or strain as well as potentially signaling caution or urgency. In some uses, particularly with text, it can also make content inaccessible for the visually impaired.

We recommend utilizing Maize sparingly, ensuring it is balanced with our other core colors. The vibrant color is particularly effective highlighting calls to action or to accentuate key information.

MICHIGAN BLUE

PMS: 282
CMYK: C100, M60, Y0, K60
HEX: #00274C

MAIZE

PMS: 7406
CMYK: C0, M18, Y100, K0
HEX: #FFCB05

Secondary Colors

The colors in our supporting palette were chosen to complement our primary palette of maize and blue, providing additional range to the brand experience. They work well as accent colors or as backgrounds behind typography or graphics. Web accessible color combinations are included to the right of each color swatch. Other color options may be considered on a case-by-case basis.

TAUBMAN TEAL

Aa Aa

PMS: 326
CMYK: C81, M0, Y39, K0
HEX: #00B2A9

ARBORETUM BLUE

Aa Aa

PMS: 660
CMYK: C88 M50, Y0, K0
HEX: #2F65A7

SOUTH U BLUE

Aa Aa

PMS: 7686
CMYK: C100, M83, Y10, K1
HEX: #174992

BLACK**

PMS: 282
CMYK: C100, M60, Y0, K60
HEX: #00274C
***for fonts only*

ANGELL HALL ASH**

PMS: WARM GRAY 6
CMYK: C14, M19, Y21, K39
HEX: #989C97
***for fonts only*

TIPS ON USING SECONDARY COLORS

- Use the secondary colors sparingly. Their purpose is to support the primary palette and the use of too many colors can become overwhelming.
- Choose only one or two support colors at a time.
- Think about your subject matter when deciding on support colors, and choose colors that link your content subject matter to the visual look of the piece.
- Avoid color combinations that bring other organizations to mind.

KEY DRIVERS – 2010'S – THE DECADE OF DISRUPTION
Mobile upgrade 3G to 4G
Social media pushed our lives online
Cloud computing acceptance
SaaS growth

Typography

General Use

The IBM Plex super family is used for almost all body copy on communications materials. The simple letterforms are modern, professional and easy to read. The bold weight of IBM Plex Sans is recommended for headlines.

IBM PLEX SANS

Light
Typical Uses: headlines, body

Aa

AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz0123456789-
!@#$%^&*()_{}:”<>?

Regular
Typical Uses: headlines, body

Aa

AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz0123456789-
!@#$%^&*()_{}:”<>?

Bold
Typical Uses: headlines, subheads, highlighted text

Aa

AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz0123456789-
!@#$%^&*()_{}:”<>?

IBM PLEX SERIF

Light
Typical Uses: headlines, body

Aa

AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz0123456789-
!@#$%^&*()_{}:”<>?

Regular
Typical Uses: headlines, body

Aa

AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz0123456789-
!@#$%^&*()_{}:”<>?

Bold
Typical Uses: headlines, subheads, highlighted text

Aa

AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz0123456789-
!@#$%^&*()_{}:”<>?

Occasionally, the Center partners with outside entities, creating a need for a co-branded logo presence.

- The stacked logo should be positioned first, followed by the partner logo
- There must be clear space equaling the width of the logo between the Center and partner logo
- Arial can be used when IBM Plex is unavilable. Other approved options are available on a case-by-case basis.

TYPE SPECIMEN: IDEAL USE

H1
IBM Plex Sans
Bold, 38/36

Collaborating For a Better World

H2
IBM Plex Sans
Bold, 25/23

Partnering better in global health equity

H3
IBM Plex Sans
Regular, 25/23

Advancing interdisciplinary engagement across our university and with global partners to equitably prevent disease and improve health

H4
IBM Plex Sans
Bold, 16/14

PROGRESS IS POSSIBLE, BUT ONLY IF WE WORK TOGETHER

P
IBM Plex Serif
Regular, 12/10

In our journey to effect lasting change, strategic themes have been pivotal in guiding our programming. These themes serve as a compass, providing clear focus and direction to our activities, ensuring alignment with our core mission. By concentrating on specific areas, we have maximized the impact of our limited resources, developing deeper expertise and delivering more effective solutions. This focused approach has also enhanced stakeholder engagement, fostering increased support and trust from our donors, volunteers, and the communities we serve.

Our adaptability and responsiveness to environmental changes have been strengthened by this strategic focus, allowing us to respond more effectively to evolving societal needs and funding landscapes. Additionally, it has opened doors for more strategic collaborations, amplifying our collective impact through partnerships with like-minded organizations and stakeholders.

Quote Mark
IBM Plex Sans
Bold, 96

Pull Quote
IBM Plex Sans
Light, 17/15

Attribution
IBM Plex Sans
Italic, 10

> “As we forge ahead, it is vital to remember that our role is not one of imposition, but of partnership.

— Joe Kolars,
Executive Director,
Center for Global Health Equity

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